Clemson Charrette - January, 2008

Ninety Six Task Force Implementation - April, 2008

Clemson's Recommended Economic Development Strategies

Short Term

Accountability Task
Timeline

D. Wells Conduct survey during summer months to track visitors with same
May-June Businesses as Charette survey was conducted.

Recommendation: Use same survey and local businesses as Initially used by Clemson's study.

96 Chamber Work with the Greenwood Small Business Development Center to Actively support existing & new business.

Recommendation: Seek assistance from Lander College or Upper Savannah in Greenwood to help develop a business plan.

Town of 96 Ninety Six should lobby to make sure its needs are addressed in the
96 Chamber Work plans of the County and Partnership Alliance.

96 Chamber Database of available space in Ninety Six.

Note: Data information can be obtained from letters of inquiry sent to the businesses in 2008 by Mayor Arvest Turner.

96 Chamber Ninety Six should place market research data and master plan Recommendations for public access and realtors.

Recommendation: Work actively with local realtors.

96 Chamber Ninety Six should build a plan to pair space for desired development. Example: Restaurants and specialty shops

Recommendation: Chamber to work actively with local realtors.

Accountability Task
Timeline

H96DA Seek to have downtown designated as a National Register Historic District.

Mid Term-

96 Chamber After Ninety Six has created a working database of available
Town of 96 property, it should begin to actively market development Opportunities.

Town of 96 Ninety Six can partner with public and private agencies to build Incentives for new businesses & redevelopment. Local, state, federal grant opportunities.

Recommendation: Determine projected needs by Town of 96. Have information ready for grant opportunities such as USDA. Also, consider annexation of areas surrounding the Town of Ninety Six. Example: Little Mountain area.

96 Chamber Ninety Six should actively market its redevelopment and business
Town of 96 Opportunities. Always utilize brand imagery and message created
H96DA during the charrette process.
96 MVA

H96DA Ninety Six should employ historic preservation methods to facilitate economic development. Example: National Register Designation.

H96DA Look into the possibility of creating local design review for down-
Town of 96 Town, resulting in protection of Ninety Six's historic resources. Establish an architectural review board. Establish historic guidelines for downtown.

Long Term-

96 Chamber As Ninety Six implements the strategies of the master plan, the Revitalization overall makeup of market and market opportunities will change.
Taskforce In five years or so, Ninety Six should update this market analysis
Town of 96 And refocus recruitment strategies based on new opportunities.

96 Chamber Earlier strategies focused on building economic development Town of 96 marketing pieces and create branded business recruitment package.
Revitalization
Taskforce

Community Branding-

96 Chamber Brochures to help recruit business and industry to Ninety Six

96 Chamber Brochures to help promote tourism to Ninety Six.

Taskforce Ceremony for Spirit of 96 campaign.
96 Chamber
Suggestion: One year Revitalization public information meeting.

Chamber Spirit of 96, local pride campaign for Ninety Six. Focus on local
Businesses Clean up, local retail support and general pride among community.
96 MVA
Town of 96

Spirit of 96 House and Garden Flags for locals to show their pride for their Community.

H96DA Postcards.